

Message Text

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PAGE 01 BAGHDA 01375 050438Z
ACTION EB-08

INFO OCT-01 ARA-10 EUR-12 NEA-10 ISO-00 CIAE-00 INR-10
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FM USINT BAGHDAD
TO USDOC WASHDC
INFO SECSTATE WASHDC 6410
AMEMBASSY ATHENS
AMEMBASSY AMMAN
AMEMBASSY BRUSSELS
AMEMBASSY BERN
AMEMBASSY BONN
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY LONDON
AMEMBASSY MANAMA
AMEMBASSY OTTOWA
AMEMBASSY PARIS
AMCONSUL RIO DE JANEIRO
AMEMBASSY ROME
AMEMBASSY THE HAGUE
AMEMBASSY TEHRAN

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ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, IZ
SUBJECT: TRADE FAIRS IN IRAQ

REF: (A) 77 BAGHDAD A-53, (B) BAGHDAD 94, (C) BAGHDAD A-20
(NOTAL)

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1. IRAQ HAS DECIDED TO CANCEL THE SPECIALIZED TRADE FAIRS
PLANNED FOR THE REMAINDER 1978 (REF A). HENCEFORTH,
THE BAGHDAD INTERNATIONAL FAIR WILL BE THE ONLY SCHEDULED TRADE
PROMOTION EVENT.

2. THE STATE ORGANIZATION FOR TRADE IN CAPITAL GOODS
HELD SPECILIZED FAIRS IN AUGUST, 1977, AND MARCH, 1978.

THE LATTER AFFAIR WAS SO POORLY ATTENDED THAT THE PRESIDENTIAL
DIWAN WAS COMPELLED TO ORDER ALL STATE IMPORTING ORGANIZATIONS
TO SEND THEIR REPRESENTATIVES TO SEE THE EXHIBITS. ALTHOUGH
SOME PARTICIPATING FIRMS REPORTED GOOD SALES, THE FAIRS
FAILED IN THEIR MAJOR PURPOSE, THE ATTRACTION OF NEW PRODUCTS,
BECAUSE THE STATE ORGANS GENERALLY REFUSED TO GRANT EXHIBITION
PERMITS TO NEW-TO-MARKET FIRMS. COMPLAINTS WERE ALSO EXPRESSED
THAT THE SPECIALIZED FAIRS WERE DIVERTING PARTICIPANTS FROM
THE BAGHDAD INTERNATIONAL FAIR, IRAQ'S PREMIER EVENT, HELD
OCTOBER 1-15, ANNUALLY. BUSINESSMEN, ON THE OTHER HAND, COMPLAIN
THAT THE BAGHDAD FAIR PRODUCES LOTS OF VISITORS BUT FEW SALES.

3. U.S.-BASED FIRMS WILL CONTINUE TO FIND IT DIFFICULT
TO OBTAIN PERMISSION TO DISPLAY IN THE BAGHDAD FAIR, BUT SOME
HAVE BEEN ABLE TO DO SO IN THE PAVILIONS OF THIRD COUNTRIES
WHERE THEIR BRANCHES ARE LOCATED.

4. FOR USDOC: THE JULY 1978 CAGNE SCHEDULE OF TRADE
PROMOTION EVENTS LISTS AN ERRONEOUS ADDRESS FOR THE SPONSORS
OF THE BAGHDAD INTERNATIONAL FAIR. PLEASE INCLUDE THE FOLLOWING
ADDRESS IN FUTURE PUBLICATIONS:

IRAQI FAIR ADMINISTRATION
P.O. BOX 1688
AL-MANSOUR
BAGHDAD, IRAQ
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TELEPHONE: 37131
CABLE ADDRESS: MAARID, BAGHDAD
PECK

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NNN

Message Attributes

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